

FSC-136-B		8/14/97	
SUBJECT: Retail Contract Reference Guide Updates			
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			Sales Rep
			Retail Rep

Objective: Provide competitive and RJR new contract information.

Purpose: Continue to update and provide comprehensive contract knowledge to the Field.

As of August 13, 1997 the Retail Contract Reference Guide application has been updated to include changes in the Lorillard Pack and Cigarette/Tobacco Store contracts. Also, the RJR Legislated Non Self-Service pack outlet contract tab has been loaded into the system as well.

LORILLARD NEW CONTRACT TOPLINE

PACK OUTLET

- Lorillard volume based (vs. industry volume). Low entry requirement - 5 Lorillard CPW
- Three new pack outlet offerings for both self-service and non self service
- Rates are much more competitive then previously published RDA's
- Pack outlet emphasis will be on selling retailer one full price display (12 facings) and one savings display (12 facings)
- Stand alone full price display and savings display contract options are also available

CTS

- Trade channel specific, previously Lorillard used their traditional carton outlet contract for CTS
- Lorillard volume based (50 CPW entry volume bucket)
- Supports the "Industry Approach" merchandising philosophy
- Competitive RDA rates
- Enhancement dollar capabilities for additional presence items
- No changes have been announced for Traditional Carton Outlets

RJR LEGISLATED NON SELF-SERVICE CONTRACT - PACK OUTLET

- This contract is available for markets that have been affected by state or local legislation that prohibits the sale of cigarettes for self-service merchandisers and displays
- LNSS contracts call for primary selling counter display position with security shields
- For additional information, please reference the Local Restrictions - RJR Merchandising Presence Alternatives Document located through Subscriber.

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